

Southeast Regional Support Center

Young Drinkers More Likely to Have Problems as Adults

As a parent or caregiver, ask yourself these questions:

- Do you know how to discuss alcohol use with your child and where to get helpful information?
- Do you know your child's friends, and do you feel that they provide positive influences on your child's activities?
- Do you know the legal consequences of underage drinking?
- Do you know your State's laws about providing alcohol to anyone under 21?

An analysis of the 2003 National Survey on Drug Use and Health concludes that individuals who began drinking in their teens are more likely to have alcohol dependence or misuse problems as adults, according to the Substance Abuse and Mental Health Services Administration (SAMHSA).

According to the survey of 70,000 people, individuals who first used alcohol before age 15 were five times more likely to later become dependent on alcohol or have alcohol-related problems, such as trouble with the law due to alcohol or physical dangers.

"We now know the passage to alcohol abuse and dependence often begins during childhood and adolescence," said SAMHSA Administrator Charles Curie. "Research has shown that alcohol dependence, while once thought to be an adult-onset disease, is actually developmental in nature. That is why underage-drinking prevention programs are a priority at SAMHSA."

According to the "Alcohol Dependence or Abuse and Age of First Use" report, of the 14 million adults aged 21 or older who were classified as having alcohol dependence or misuse in the past year, 95 percent had started drinking before age 21.

The data also showed that alcohol misuse and addiction were higher among people who started drinking at an early age and lowest among those who first consumed alcohol after age 21.

Source: jointogether.org

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Did You Know?

-Alcohol is the #1 drug of choice for children and adolescents.

-Underage drinking accounts for an estimated 12 to 20% of the U.S Alcohol Market.

-Alcohol is the leading contributor to death among young people in the United States.

-Adolescents who abuse alcohol may remember 10% less of what they have learned than those who do not drink.

-High school students who use alcohol or other drugs frequently are up to five times more likely than other students to drop out of school.

Source: leadership@alcoholfreechildren.org

Alcohol Advertising is Increasing on TV: Directed Towards Underage Drinkers



Television is the primary source to place advertisements, and this holds true for the leading providers of alcoholic beverages. Alcohol advertising reaches not only legal-age drinkers, but also exposes young people to their products. Since nearly all youth watch television frequently, then the chance of being influenced by the alcohol advertisements greatly increases. Ninety-seven percent of teens aged 12 to 19 said in the spring of 2004 that they had watched television in the last week, reporting an average of 10.45 hours in front of the television that week. More teens reported watching television as something they do more than any other activity. Television took up more of their time than any of the other activities listed, including listening to music, hanging out with friends, and talking on the phone. When teens were asked to choose their favorite television commercial in a Spring 2004 study, they ranked ads for Budweiser and Bud Light as number one. Nearly 90,000 more advertisements for alcohol appeared on television in 2003 than just two years earlier. The average underage person saw two beer ads on television for every three that was seen by the average adult. The spending for alcohol advertising increased by 148% which caused an explosion of ads for distilled spirits on national cable networks. In 2001, there were 513 ads for distilled spirits, and in 2003 the number increased to 33,126.

All of the 15 top television shows most popular with teens aged 12 to 17 had alcohol ads in 2002 and 2003. Alcohol companies place 2,608 ads on the top 15 teen shows, which included shows such as *Fear Factor*, *Friends*, *Smallville* and *Accoding to Jim*.

The alcohol industry itself is the primary means to regulate alcohol advertising that is directed towards youth. In September 2003, beer and distilled spirits industry groups set an underage 30% threshold for their members' advertising. This means that they would not advertise on shows whose teen viewers make up of 30% or more of their audience. A CAMY analysis from January 2004 to June 2004 shows that the alcohol advertisements stayed consistent with their number of advertisements from previous years even though the underage audience was greater than 30%.

The National Research Council/Institute of Medicine recommended that alcohol companies move toward a 15% threshold to decrease alcohol advertisements directed toward youth. It is up to the alcohol industry to decide to take this recommendation into action.

Source: The Center on Alcohol Marketing and Youth

Youth Drinking in Rural Areas

Do youth drink more if they are from rural areas? The comparisons of youth alcohol use in rural and nonrural areas were recently published by the Substance Abuse and Mental Health Services Administration (SAMHSA). The 2002 National Survey reported that about 4 million persons aging from 12 to 20 lived in rural areas. This makes up 10% of the youth population. The results found that for 12- to 13- year olds, 6.6 percent of those living in rural areas reported past month alcohol use versus 4 percent of nonrural youths. 4.1 percent of these rural youths reported binge drinking versus 1.6 percent of nonrural youths. For 14- to 15- year olds, 18.1 percent of those in rural areas reported past month alcohol use versus 16.4 percent of nonrural youths. 12.0 percent of these rural youths reported binge drinking versus 8.9 percent of nonrural youths. Other reports showed suggestions on why rural area youth are experimenting in higher alcohol use. Youths aging from 12 to 17 in rural areas reported less disapproval from parents from their under aged drinking habits. They also reported lower levels of perceived risk from alcohol use, and less of their youth peers disapproved of their drinking.

Characteristic	Any Past Month Use*		Binge Alcohol Use*	
	Rural**	Nonrural***	Rural**	Nonrural***
Total	28.6	28.8	20.9	19.1
Age Group				
12 or 13	6.6	4.0	4.1	1.6
14 or 15	18.1	16.4	12.0	8.9
16 or 17	36.0	32.2	25.0	21.0
18 or 20	46.1	51.6	35.9	36.5
Gender				
Male	30.8	29.4	25.0	21.4
Female	26.0	28.2	16.2	16.7
Race/Ethnicity*				
Non-Hispanic white	28.8	33.3	21.5	22.9
Non-Hispanic black	20.5	19.1	11.3	9.7
Hispanic	38.8	24.5	30.4	16.3
Geographic Region				
Northeast	32.9	31.6	25.3	20.5
Midwest	31.5	31.3	22.7	21.5
South	25.4	28.2	18.3	18.5
West	31.2	25.3	23.9	16.7

Source: Substance Abuse and Mental Health Services Administration, oas.samhsa.gov

Study Calls Teen Anti-Drug Ads Effective

New research suggests that anti-drug ads may be effective in persuading teens to stay away from drugs. For the Partnership for a Drug Free America (PDFA) study, the market research firm RoperASW polled 7,000 teenagers throughout the country attending 7th through 12th grade. The research concluded that teens who see or hear the anti-drug ads produced by the PDFA at least once a day are less likely to try drugs than those who aren't exposed to the ads as frequently.

Specifically, the study found that teens with daily exposure to the ads were 40 percent less likely to use methamphetamine, 30 percent less likely to try ecstasy, and 15 percent less likely to smoke marijuana.

Source: Jointogether.org

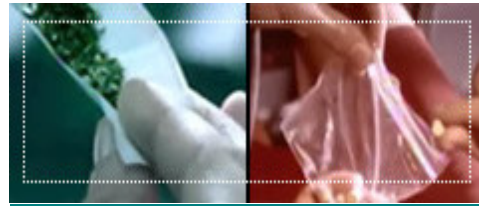
Recent Campaigns from Drug Free America



Celebrities: Drug free role models such as skateboard champ Andy MacDonal and tennis stars Venus and Serena Williams talk about being drug free.



Nearly one in five teens have used inhalants to get high. Inhaling household products can cause brain damage and sudden death, even the first time. This campaign encourages parents to talk to their kids about inhalants. Because if you know what your kids are doing, they're much less likely to sniff inhalants.



While shown an extreme close-up of kids handling Ecstasy, parents are reminded that if they want to learn more about drugs — ones their kids may already know well — the Partnership's website www.drugfreeamerica.org, can help.

Introducing Alcohol and Drug Abuse Prevention in Science Class

The National Institutes of Health (NIH) has released a new curriculum that involves scientific research and discoveries on the effects of alcohol. This is an educational series that promotes science achievement in students while learning about the underlying effects of alcohol on the body and on behavior. Intended for middle schoolers, the alcohol education program is titled, "Understanding Alcohol: Investigations into Biology and Behavior." This program can be taught in Science class and is free of charge for Science teachers and School Administrations. The program comes with visuals and Web based materials for better learning. The lessons can easily be understood by Special-Ed students while also keeping the interest of the gifted students. The program is very informative and it provides all of the information that students need to know about alcohol.

NIH provides a variety of different curriculum that teachers can use in their classrooms. The programs reach out to high school students as well. One curriculum supplement for grades 9-12 is called "The Brain: Understanding Neurobiology Through the Study of Addiction." This program focuses on learning how drugs of abuse can change the brain. It challenges the students to learn about the structure and functions of the brain while receiving valuable information on why they should stay away from drugs.

Source: The National Institutes of Health - science.education.nih.gov/supplements

AWOL: A Device to Inhale Alcohol for a “Quick High”

Alcohol Without Liquid (AWOL) is a machine which turns a shot of liquor into an inhaled mist. This allows the drinker to inhale the liquor into the mouth through a tube called an AWOL vaporizer. The alcohol is vaporized, mixed with oxygen bubbles, and then is inhaled. AWOL’s manufacturers advertise it as a low-carb, low-calorie way to indulge without the hard liquor’s usual nasty side effects, like vomiting or hangovers. Critics even say that the device can deceive police Breathalyzers. Before authority can outlaw this controversial new alcohol vapor machine, it could legally arrive in nearby bars and clubs.

Even though the AWOL market boasts that the device is safe and harmless, doctors have disagreed and have announced that it is dangerous. This is because using AWOL makes alcohol bypass the liver which is the body’s natural filter to get rid of toxins. “It’s dumping more unfiltered alcohol into the blood and the brain—the brain first,” said Dr. Marc Siegel, associate professor at New York University Medical School. This leaves users feeling drunk before alcohol shows up in their blood, he said.

A New York City suburb has banned AWOL, citing possible health risks and claiming the device could cause falsely low readings on Police Breathalyzers. Other authorities fear AWOL will encourage risky party habits in college towns. The device obviously targets young people who drink only to get drunk.. The only purpose is pretty clear: to have a quick high.

Even AWOL manufacturers advise consumers to use the vaporizer with caution, having no more than 2 uses in a 24 hour period. They also say that they will accept no liability for the use, misuse, or abuse of their product. AWOL devices can be found in some nightclubs, bars, restaurants, and resorts. The device is spreading quickly before politicians and law enforcement officials can sort out who has the authority to outlaw the AWOL machines.



Source: Denver Post

Warning Signs of Childhood Drinking

While the following behaviors may indicate an alcohol or other drug problem, some also reflect normal teenage growing pains. Experts believe that a drinking problem is more likely if you notice several of these signs at the same time, if they occur suddenly, and if some of them are extreme in nature.

- Mood changes: flare-ups of temper, irritability, and defensiveness
- School problems: poor attendance, low grades, and/or recent disciplinary action
- Rebelling against family rules
- Switching friends, along with a reluctance to have you get to know the new friends
- A “nothing matters” attitude: sloppy appearance, a lack of involvement in former interests, and general low energy
- Finding alcohol in your child’s room or backpack, or smelling alcohol on his or her breath
- Physical or mental problems: memory lapses, poor concentration, bloodshot eyes, lack of coordination, or slurred speech

Who Are the Mothers Against Meth-Amphetamines?

“The mission of Mothers Against Methamphetamines is to glorify God by providing competent and compassionate drug education and rehabilitation resources that reflect the mercy of Jesus Christ for the addict, his family, and the community.”

Mothers Against Meth-Amphetamine was started in 2002 by Dr. Mary F. Holley to distribute the literature she has written to educate the public about methamphetamine and other drugs. Each piece of literature was incorporated as an invitation to experience the healing power of Jesus Christ to defeat addiction.

Methamphetamine is a vicious addiction. Most of the people that use it do not consider themselves addicts. They think they have control over their drug use, and they do not think they are doing anything wrong. They are blind to the pain they are causing to their families and to their children. The brain damage from methamphetamine is very subtle. The addict can walk and talk and looks perfectly normal. You cannot tell anything is wrong until they open their mouths and start talking. They have delusions and hallucinations, they can't control their temper, they are irrational and paranoid, they are irresponsible and uncaring.

Mothers Against Meth-Amphetamines believe that:

- Law enforcement is helpless against methamphetamine.
- Education is helpless against methamphetamine.
- The Body of Jesus Christ is not helpless against methamphetamine.

Through support and prayer, the Mothers help the addict fight the addiction. Mothers Against Methamphetamine chapters are springing up all over the nation. Many of the groups host community awareness and educational events. They are generally sponsored by a church, civic club, or parent teacher organization. Educational seminars can include police or sheriff's office personnel as keynote speakers. Child Protective Services can talk about the impact on children, neglect, abuse, abandonment, the need for foster families and the burdens placed on relatives. Mothers Against Methamphetamine literature can be distributed at any local community fair, flea market, or youth rally. Anyone can start a Mothers chapter in any community. You do not need special permission, and you do not even have to be a mother.



The Public Schools Pamphlet is one of many pamphlets that the Mothers distribute.

Source: Mothers Against Meth-Amphetamines: An Outreach Program
1-866-293-8901
mamasite.net

Treatment Benefits for Alcohol and Drug Abuse

When the alcohol or other drug dependency of an individual goes untreated, the individual is not the only one who loses. The United States spends \$200 billion a year in medical services, law enforcement, lost productivity, property damage, and insurance claims directly related to alcohol and other drug abuse. The cost of Missourians is estimated at \$1.5 billion a year.

No treatment program is 100 percent effective. Still, any treatment is better than none. On the average, almost 75 percent of individuals who go through a treatment program remain drug-free six months later and 63 percent are still drug-free one year later. Studies further show that employment rates nearly double and crime rates are reduced by 80 percent in the first year among those who have completed treatment. Treatment not only spares society the costs and consequences of alcohol and other drug abuse – it also enables people to again be better citizens, better family members, better students, and better employees.

Source: Missouri Department of Mental Health

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Feel free to look around our website. It is full of useful information, links, and other resources. If you have any questions, please contact us.

Please call Leah, Jim, or Stacey at 573-651-5153 if you would like to add information about your team and/or community events to our newsletter.



Our Mission

The mission of Southeast Regional Support Center is to promote and facilitate the development of community prevention initiatives concerning the use and abuse of alcohol, tobacco and other drugs by serving as a catalyst for mobilization and change in the communities of Service Area 21.

We're on the Web!

www5.semo.edu/community2000

Upcoming Dates: Mark Your Calendar

- **National Drunk and Drugged Driving Prevention Month**

December

This month is focused on conducting public awareness and enforcement campaigns to prevent impaired driving.

For more information: Call 1-800-800-BELT or visit the website www.dps.state.mo.us/dps/mshs/hs/htm or www.3dmonth.org

- **Crime Stoppers Month**

January

For more information: Contact your Local Police Department